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CIA To Shed Cloaks And Daggers In Quest For Polished Public Image

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WASHINGTON, May 19 — Americans are soon going to begin hearing a lot about their friendly Central Intelligence Agency.

And if their children are among the lucky ones, they will get a tour of the big secret spy headquarters at Langley, Va., just like their trips to the white house, the Capitol and the Smithsonian Institution.

The CIA has tried to polish its image occasionally in the past, but the public relations campaign now getting under way is by far the biggest and most open in the history of the spy business.

Adm. Stansfield Turner, President Jimmy Carter's choice to head the agency, set the new tone by answering questions from a small group of reporters yesterday for 30 minutes and then sending them on a short tour of the

building, including the CIA library. An aid said it contained, among other things, every telephone book in the world.

Turner said that as director of Central Intelligence, he would be keeping a close watch over the activities of still more secret agencies in the intelligence community, such as the National Security Agency and the Defense Intelligence Agency.

In his own shop, he says he wants to "lift the mystique."

"I hope to dispel some of the myths that people are running around here with cloaks and daggers and long fangs and black hats, whereas many of the people out here are serious students who are reading and writing," he said.

Not a cloak was to be seen. Most of the men walking along the corridors and chatting in a lounge at the library wore ties and loud sports jackets.

Turner reminded the visitors that no such session would be possible with the

director of Britain's Overseas Intelligence agency, MI-6. In fact, his identity is not generally known.

The CBS television show "60 Minutes" will start filming a segment on the CIA early next week, Turner said.

Other news and entertainment organizations that have been given a foot in the door were listed by the CIA spokesman Herbert E. Hetu, although he lapsed into the old spy lingo to say that he wondered whether it was fair to "blow their cover."

Time magazine is going to do a take-out on what's happening to intelligence, Hetu said. The Sunday newspaper supplement Parade has an article scheduled and soon will be shooting pictures for it.

As for the television talk shows, Turner has been on "Face the Nation" but is stalling repeated requests from the Today show out of concern over what public relations experts call over-exposure.

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"We don't want Adm. Turner," he

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Other groups v program, Hetu s tickets from the used for White H

"We'll probably Saturday, and s have a briefing a or slides — in 'th the main entrance

"Then the gro past photo exhib main building n exhibits in the big

"It will be tastefully done — not puppet shows or anything like that — and then we can wind it up with Cokes or iced tea."

The exhibits will probably include aerial photographs from the 1962 Cuban missile crisis, showing the missiles being installed and later being removed. A British intelligence picture of the bridge over the River Quai could be included among historical items.

Other items for display, to be considered in a meeting today, could even include photographs of Soviet territory from the U.S. U-2 spy plane, which later was shot down, he said.

Hetu, a retired Navy captain, served much of his naval career in public relations. He met Turner when he was special assistant for public affairs to Secretary of the Navy John Chafee in 1970 and 1971 and the admiral was Chafee's executive assistant and naval aide.

"Turner's philosophy is that in this day and age things are just open," Hetu said. "Things are not going to go backward, and we'd better do it in our own way and at our own rate. If we don't, it's going to happen anyway, a la Freedom of Information Act."

Openness will cause some problems. Hetu says it will make a lot of people unhappy, or at least uneasy.

"They are all good Americans out here, but they've been taught for 30 years to keep their mouths shut," he said.

Many agents, moreover, are under cover, have been under cover, or will be under cover again, he said. They don't want to be seen or photographed. They will have time to get out of sight when areas of the building are "sanitized" before the visitors come through.

The employees' bulletin board is already sanitized. Agents who have posted notices about homes for rent or articles for sale give only their first names and telephone extensions.

Thus, "Spike" wanted to sell his motorbike, and "Doug" was offering his 1968 Oldsmobile "repadded" and